



# SCALING CHILD ROAD SAFETY FOR 1.2 BILLION CHILDREN

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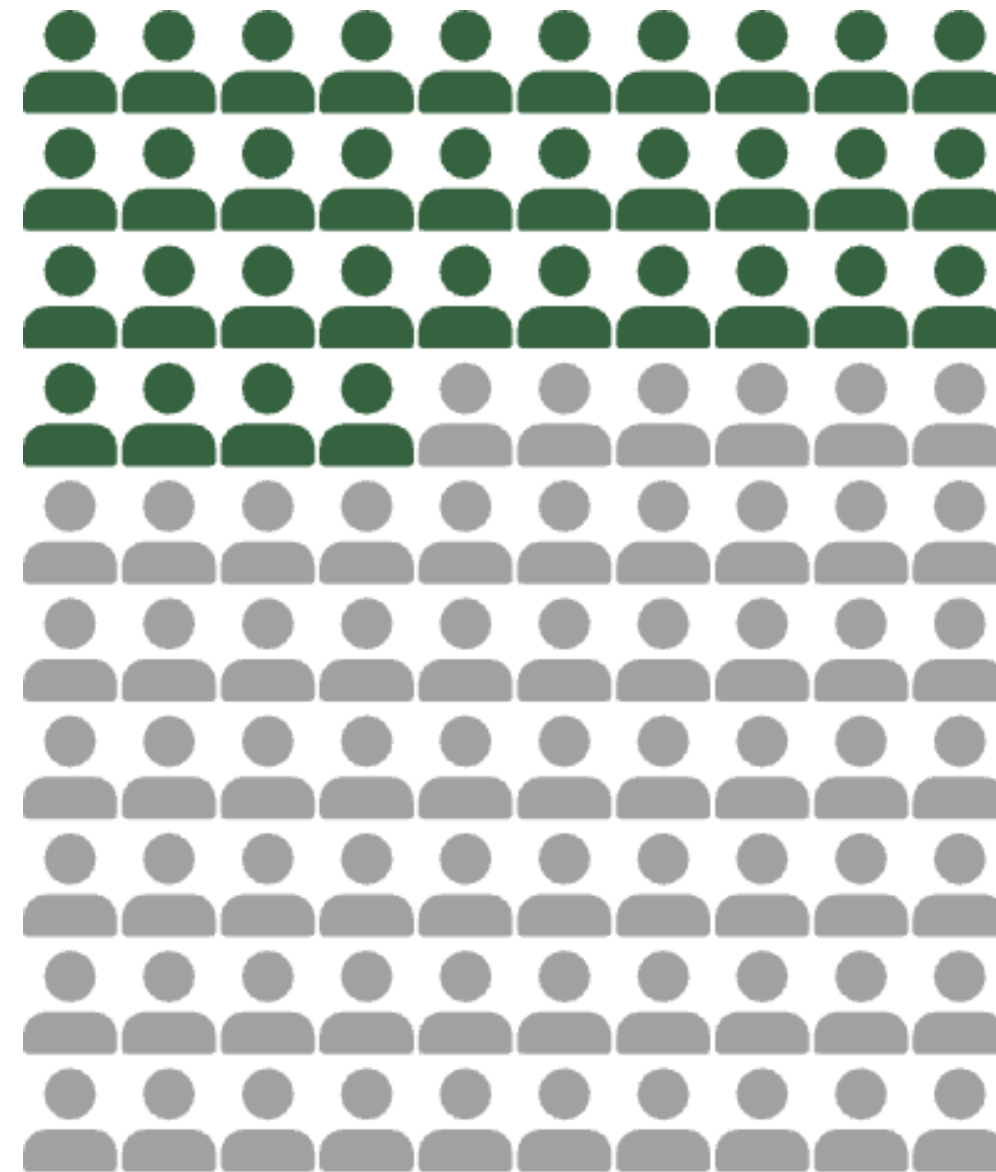




# LANDSCAPE

**India accounts for roughly 34% of  
all children in the Asia–Pacific  
region**

(≈436.64 million/≈1.278 billion)\*



**34%**

*\*UN WPP 2024/ UN ESCAP*

# LANDSCAPE

## Vis-a-vis APAC

Age Group	Sub-cause	India Rank / Share%	Rank 1	Rank 2	Rank 3
<b>0–14 years</b>	<b>Road injuries (total)</b>	<b>2 / 21.1%</b>	<b>China</b>	<b>India</b>	<b>Pakistan</b>
0–14 years	Cyclist	2 / 26.2%	China	India	Pakistan
0–14 years	Motor vehicle	1 / 16.9%	India	China	Pakistan
0–14 years	Motorcyclist	2 / 19.9%	Indonesia	India	China
0–14 years	Other	2 / 16.7%	Banglades	India	Indonesia
0–14 years	Pedestrian	2 / 22.8%	China	India	Pakistan
<b>15–19 years</b>	<b>Road injuries (total)</b>	<b>1 / 29.2%</b>	<b>India</b>	<b>China</b>	<b>Indonesia</b>
15–19 years	Cyclist	1 / 45.9%	India	China	Pakistan
15–19 years	Motor vehicle	1 / 24.0%	India	Indonesia	China
15–19 years	Motorcyclist	1 / 32.0%	India	Indonesia	China
15–19 years	Other	2 / 10.8%	Indonesia	India	China
15–19 years	Pedestrian	2 / 28.1%	China	India	Pakistan

## MoRTH Report 2023

- In 2023, 9,489 children (<18) killed in road crashes in India
- 45% unrestrained passengers
- 24% pedestrians
- 27% underage driving

# POLICY SCAN

## Child Road Safety in Indian Law

Section	Provision
<b>129</b>	Every person, above four years of age... shall... wear protective headgear...
<b>CMVR 138(7)</b>	Safety harness + $\leq 40$ km/h for child $< 4$ years on motorcycles; helmet for 9m–4y
<b>194B(2)</b>	Child... not having attained the age of fourteen years... secured by a safety belt or a child restraint system...
<b>199A</b>	Guardian/owner liability for offences by juveniles
<b>112</b>	No person shall drive... at a speed exceeding the maximum speed fixed...
<b>CMVR 125-C / AIS-063</b>	School bus requirements (construction, markings, seat belts)

Source: Motor Vehicles Act, 1988 (as amended), Central Motor Vehicles Rules



# CLOSING THE GAPS

## 194B(2) – CRS Rule

- Allows seat belt OR CRS up to 14 years — no size-appropriate mandate
- No height/weight threshold (e.g., 135 cm rule in EU/UK)
- No CRS approval standard (R129 / AIS-072) in section text
- Weak, flat penalty (₹1,000), no demerit points
- No seat-position or rear-facing requirements

## 112 – Speed Limits

- No mandate to set limits using scientific risk factors (density, land use, vulnerable road users)
- No statutory school-zone speed (global best: 30 km/h)
- No periodic review trigger
- Lacks linkage to injury tolerance thresholds
- No requirement for paired enforcement + engineering measures





Zero Child Fatalities While Commuting

Enforcement

Safe School Zones

CRS Adoption

Data-Driven Targeting &  
Accountability

Ring Fenced Financing

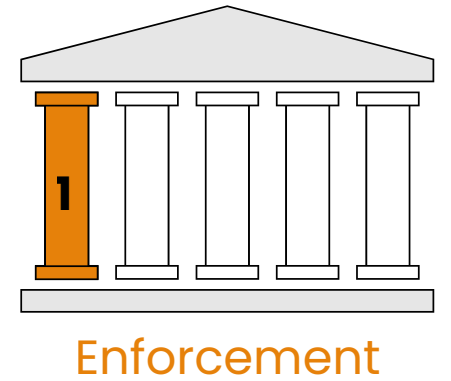
Foundation Enablers: Policy Alignment | Open Data | APAC Scalability

# HOUSE OF STRATEGY



# ENFORCEMENT

## Where to Focus



**68.5%**

Road crash deaths  
occur in rural areas  
(MoRTH 2023)

**44.8%**

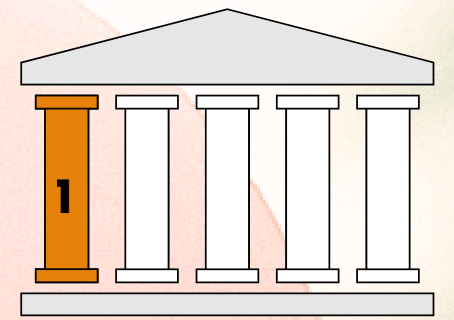
Road crash deaths  
involve two-wheelers  
(MoRTH 2023)

- 73% of children live in rural areas (UDISE+ 2022-23)
- 80% of schools are rural (UDISE+ 2022-23)
- 40–50% of two-wheeler sales are rural (+8.4% YoY vs +7% urban)
- Helmet adoption among children is critically low (~5–20%) (multiple studies)
- ~45% of fatalities are passengers (seat belts, helmets, CRS, unsafe transport)
- India's share of APAC two-wheeler child fatalities: 20.7% (0–14 yrs), 32.4% (15–19 yrs) (IHME-GBD 2021)



# ENFORCEMENT

**Most Preventable, High-Impact  
Enforcement Win**

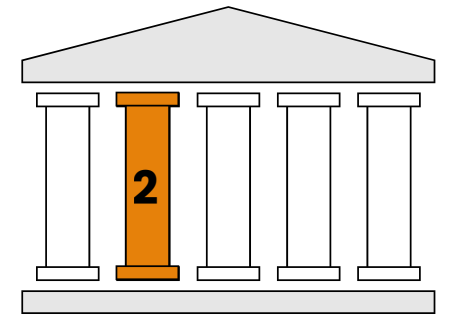


Enforcement

**Enforce helmet usage  
among children as  
pillion riders in rural  
areas**

# SCHOOL ZONES

## A Hidden Crash Hotspot



Safe School Zones



4.6% of all accidents in India  
occurred in school zones

(electronic Detailed Accident Report, e-DAR, 2024)



26,000+ road accidents in  
school zones in 2024

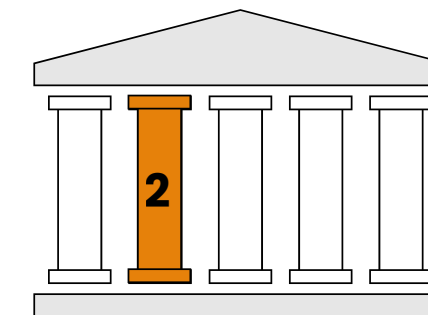


~25% of all accidents occur  
during school commute hours  
(06:00–09:00 & 15:00–18:00)  
(MoRTH 2023)



# SCHOOL ZONES

## The Daily Danger to Our Children



Safe School Zones

Nearly

# 30%

of children have witnessed a road crash during school commute; 6% have been involved or had a near-miss (SaveLife)

# 60%

children walk to school – often without safe crossings or footpaths

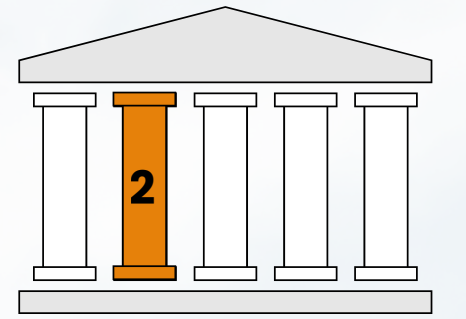
# 1% >>> 4%

Risk jump: 30 km/h → 10% fatality risk; 50 km/h → 80% (WHO)

Proven interventions: RSN network + Parisar, CAG, CEE, SaveLife;  
State Govt of Haryana USD 3M project; Rapid-Deploy Design Pack.

# SCHOOL ZONES

The Game Changer



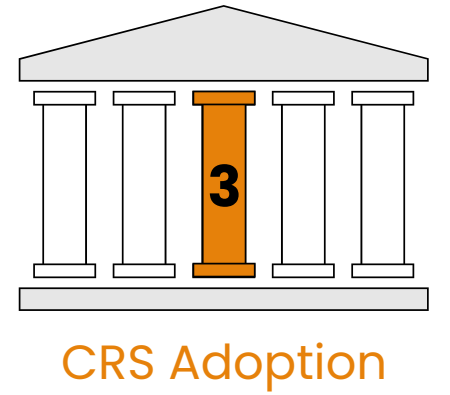
Safe School Zones



**Make school street retrofits  
an eligibility criterion for  
urban development loans  
and grants.**

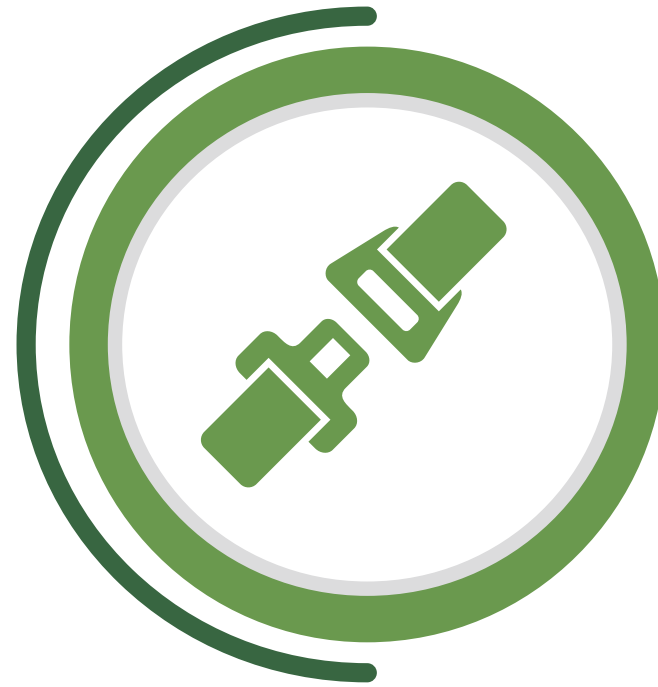


# CRS ADOPTION



## Low Usage

<10% of children in vehicles use CRS; negligible in rural/tier-2/3



## Unrestrained Risk

45% of car occupant fatalities were unrestrained (MoRTH 2023)



## Proven Protection

Correct CRS use = 71% lower infant death risk, 54% lower toddler death risk (WHO)



## Policy Gap

No clear CRS mandate in MVAA 2019 – clubbed with seat belts.



# CRS ADOPTION

The Child Shield

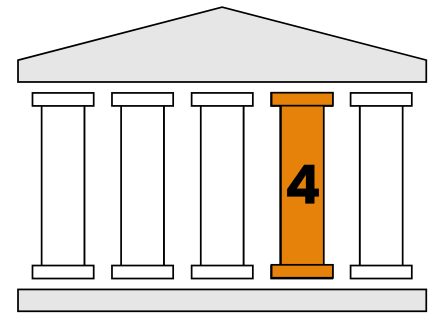


CRS Adoption

**Mandate CRS under Section  
194B + create subsidies &  
enforcement.**



# DATA DRIVEN TARGETING



Data Driven  
Targeting

## Current Gap

iRAD missing CRS field, school-zone flag, speed-at-crash (<30 kmph) for school zones.

## Fix

Add child-specific fields + automate school zone detection (GPS + UDISE)

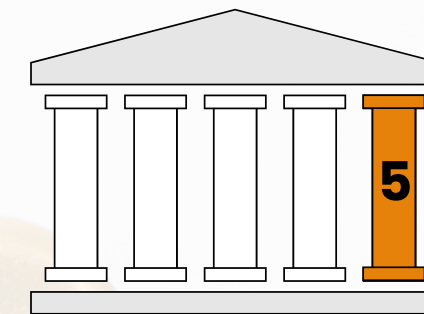
## Why

Enables ROI tracking, state benchmarking, and DLI-based financing.





# RING FENCED FINANCING



Ring Fenced  
Financing

## \$29.1B

Child road crashes =  
USD 29.1B/year  
(~0.69% of GDP) in  
DALY burden (IHME  
GBD 2021)

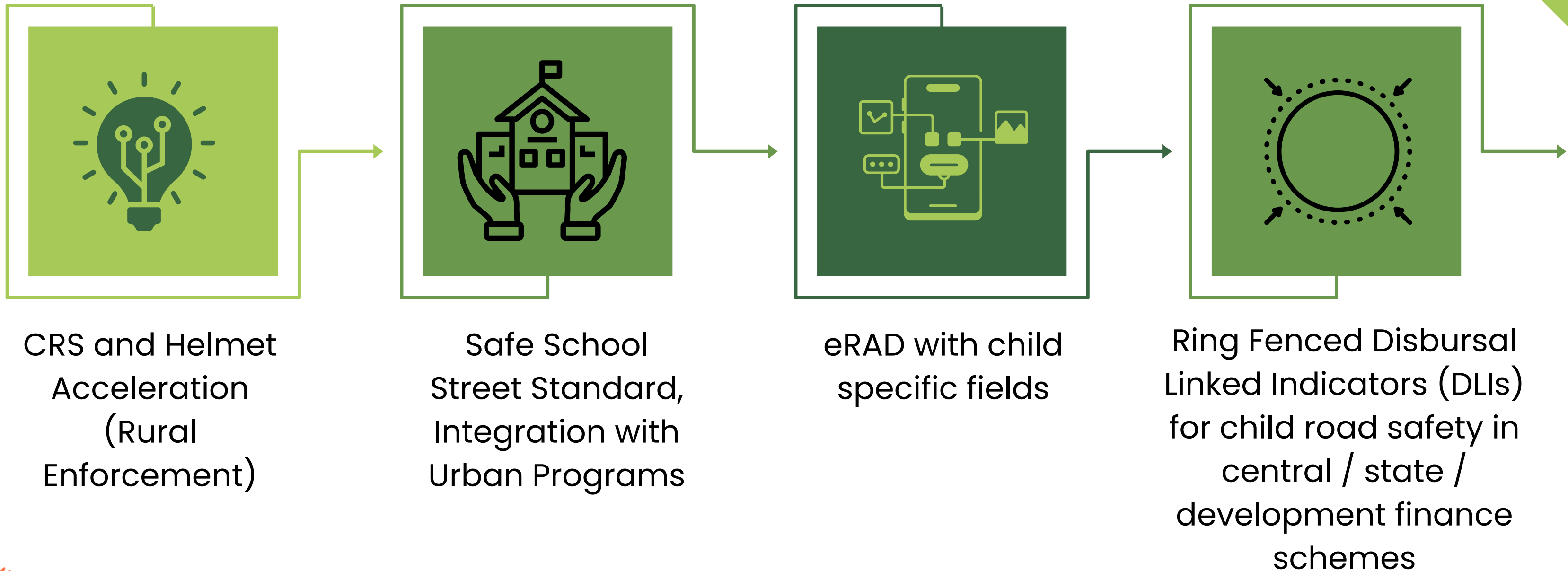
## \$1 = \$8

iRAP ROI benchmark  
for investment in  
road safety  
infrastructure

- No dedicated child road safety budget line — absorbed into general safety spend.
- **Fix:** Link disbursements to KPI gains — CRS correct-use %, ≤30 km/h compliance, % safe school zones etc.
- Govt of Haryana school zone example proves earmarking possible.

Indian RTI DALY cost = ₹1,821 (~USD 22) per DALY as per a national peer-reviewed study. <https://pubmed.ncbi.nlm.nih.gov/40139754/>

# THE BIG BETS







# THANK YOU!

 [www.wearsynergie.com](http://www.wearsynergie.com)

